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Community Tourism Alliance
USAID – Counterpart International

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Cover photo:

Above: Participants and trainers in a workshop on sustainable practices demonstrate a practical activity on waste separation. Guatemala City.

Below: Exchange between tourism and representatives of MSME Alliance staff during the seminar on web tools. Santa Elena, Petén.



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I. Executive Summary

During this quarter, the Project Community Tourism Alliance continued to develop its activities in accordance with the approved work plan for this fiscal year.

Inside the building component we developed tourism organizations and destinations through local and regional activities with organizations. With the Tourism Industry Association of Chisec (AGRETUCHI) (composed of communities that manage the destinations of Puerta al Mundo Maya), in addition to management support activities and analysis of results, Counterpart supported in preparing final reports for the tourist infrastructure improvement project in Cancun funded by the Division of Product Development of INGUAT. Additionally, technical support began to implement a project of improvements in tourism infrastructure in the community Camposanto Candelaria, Candelaria Caves National Park. The project was managed by the community before INGUAT with technical support from Counterpart.

As for the community management of Candelaria Caves National Park, Counterpart facilitated meetings between the Ministry of Culture and Sports and communities and Mucbilha Candelaria Camposanto 'I, in order to start the process of updating the Master Plan of the area that is about expire. So far, there have been a series of meetings with local communities which have identified priority topics to be addressed in the plan update. In the coming quarters we will continue to facilitate coordination meetings to follow up on this initiative.

In parallel, Counterpart started planning key issues that should be integrated into the Plan, including the management and mitigation of impacts generated by visitors. Currently there is a draft of a new methodology for participatory impact monitoring in the caves now used for tours, developed with the support of volunteer students from the Universidad del Valle de Guatemala. This methodology will be validated with community members during the next quarter.

In the Maya Biosphere Reserve, we continued to strengthen community tourism through support of the ACOFOP Tourism Commission and implementation of joint activities with Balam Association of Carmelita and Uaxactun communities. We implemented a tour of experience sharing between members of the Tourism Commission of ACOFOP and the communities around Candelaria Caves National Park in order to meet the management of community tourist destinations and see the results of their existing cooperation agreement with the Ministry of Culture and Sports (IDAEH). Following up on that tour, a meeting was held with representatives of IDAEH to publicize the content of the Law on Protection of Cultural Heritage of the Nation to leaders at ACOFOP partner organizations. Additionally, CPI provided technical support to the consulting firm hired by the PDPCRBM to develop the feasibility study of the project Community School of Tourism of the Maya Biosphere Reserve, managed by ACOFOP and supported by Counterpart. In Uaxactun and Carmelita, after completion of the negotiation of agreements with Balam Association, we began to work to further strengthen the organizational structure of the tourism commission with special emphasis on administrative and accounting aspects. Training activities will focus on the themes of archeology, bird watching, food handling, first aid and implemented mechanisms to maintain close coordination with the IDB-financed project executed by MIF FUNDESA and PACUNAM.

During this quarter, we completed the development of the Public Use Plan for the National Park Mirador – Rio Azul Biotope Naachtun Dos Lagunas and access areas, developed through a process of broad



participation with various stakeholders involved in the Maya Biosphere Reserve, co-funded by USAID, Counterpart (Community Tourism Alliance), and Project CONAP Netherlands. The plan represents the first inter-institutional coordination effort to define objectives and strategies for tourism development in the area with a horizon of five years. The final draft was presented at a public event on December 10 in Guatemala City, programmed to do another presentation event in Petén during the month of January 2010. Although official approval of the plan by CONAP is still in process, the plan has already begun to be used as a base document for the management of tourism development initiatives in the area, including "Cuatro Balam and Petén Development Project for Conservation of the Maya Biosphere Reserve," funded by the Inter-American Development Bank.

In parallel, Counterpart continued to advise COTURAP and CONAP in the process of reviewing and updating the Ecotourism Management Tools for the Guatemalan System of Protected Areas, in order to have instruments that adhere to the characteristics and challenges in different areas of country. As part of this effort co-funded with Ecosystem Partnership Fund (CEPF), a committee was formed with representatives of members of COTURAP, producing a new Regulation for the Management and Development of Visitation in Protected Areas. This document is currently under final review by the legal department of CONAP and regulates all aspects related to the planning and development of activities that involve visits to protected areas.

CPI continued to facilitate contacts and relations between INTECAP, INGUAT, local communities and other institutions to support the implementation of the courses of the Community Tourism Guide. These courses have been implemented with a focus on communities related to protected areas, supporting the sustainable management of natural resources through community tourism and in turn generating new jobs. During this quarter, Counterpart coordinated the implementation of courses in 18 communities with the participation of 93 people, including 25 women. Additionally, we are working on the design of a training program for the Association of Tourist Guides of Petén, consisting of 70 tour guides from the region who develop most of the activities in protected areas. Priority issues for training will include birdwatching, management impacts caused by visitors and cultural heritage management.

In the component of access to credit and financial services, currently there are 40 beneficiaries receiving technical assistance, including individual entrepreneurs and community organizations, of which 15 are located in Petén, 6 in Solola, 5 in Quetzaltenango, 4 in Retalhuleu, 4 in Sacatepéquez, 3 in Izabal, one in Santa Rosa, one in Villa Canales and one in Totonicapán. The projects are extremely diverse, including construction or expansion of hotels and eco-lodges, purchase of vehicles for transporting tourists, Spanish school building, equipment, trails and craft production. So far, a total of 6 project profiles have been submitted to Banrural, which are being evaluated by bank personnel, and two profiles are being finalized to appear early next quarter.

In component Promote Sustainable Tourism Best Practices and Certification, the second Trainers Workshop on Good Practices leaders of Communities in Sustainable Tourism was implemented in collaboration with the National Bureau of Community Tourism, INGUAT and JICA on 14 and 15 October 2009. The workshop, attended by 24 people including INGUAT technical staff (regional promoters and members of Self-Management Committees Tourist), community facilitator NGOs (Mirador Project, WWF, Universidad del Valle de Guatemala and Share Association of Guatemala) and representatives of tour operators. All participants were trained to use the guide, the toolkit and the trainer's guide.

The first workshop on Good Practices for Sustainable Tourism based on the BP guide for communities was implemented in Carmelita, Petén on 25 and 26 November 2009. This workshop was attended by 14 people, including members of the Tourism Commission of the community, community guides, members of the board of the Cooperative Carmelita, a primary school teacher and the deputy mayor. CPI will follow up by facilitating and supporting the implementation of a good environmental plan designed by the community.

After a period of several months of restructuring the sustainable tourism certification Green Deal, it was renamed GREAT Green Deal by Central certifications. Through a coordinated effort, Counterpart – USAID and Rainforest Alliance - AI-Invest offered the beneficiary companies a package of training and technical assistance on best practices in sustainable tourism certification under the GREAT Green Deal certification. During this quarter, 15 companies participated in the first training workshop with a total of 20 trainees. Subsequently, the initial checks were made of 17 companies, for which Counterpart is developing the respective diagnostic report.

CPI continued to provide technical assistance to organizations and tourism SMMEs through the program “Let’s boost your business.” 91 MSMEs of Petén, Solola, Quetzaltenango, Retalhuleu, Baja Verapaz and Alta Verapaz received technical assistance during the current quarter. Note that in Petén, we held the first seminar on management, administration and optimization of Web Pages with companies that are more advanced in the development of strategies and promotional tools.

In component development and commercialization of artisanal products, we were monitoring the results of the New World Crafts in Antigua Guatemala in September 2009. The results highlights include: a) U.S. \$40,000 orders generated by the company Austin Home (USA), benefiting 6 companies, b) U.S. \$20,000 orders generated by the company EZA (Austria), benefiting two companies, c) U.S. \$15,000 orders Global Exchange Company (USA) benefiting a company, d) U.S. \$25,000 orders Capinni Company (Switzerland) with 4 companies benefiting, and e) Novica Company (USA) will open offices in Guatemala to market handicrafts of the country in February. Additionally, we completed the negotiation of the next sub grant agreement with the AGEXPORT Craft Commission in which we work with 4 organizations benefiting approximately 235 craftsmen. Significantly, two of these organizations are focused specifically to support disabled people and their families.

Overall in the project, the main results achieved during this quarter were U.S. \$1,050,800.64 in sales generated from tourism and handicrafts, 406 full-time jobs created, and 171 organizations and 420 individuals strengthened with better income derived from sustainable resource management as a result of the assistance provided.

II. Introduction

The Community Tourism Alliance (The Alliance) – is a public - private partnership of organizations and tourism development leaders led by Counterpart International, which works to provide technical support to community tourism initiatives, tourism and craft SMEs, as well as destinations in rural Guatemala. The Alliance works with the following objectives: (a) supporting and create new community tourism enterprises and small and medium tourism enterprises in rural areas of Guatemala, (b) improving access to marketing, product design and financial services for small and Tourist medium enterprises, (c) improving the capacity of



local communities to manage and conserve co-cultural resources through tourism and d) better supporting local communities to participate in the conservation of biodiversity in the regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP MICUDE - DCPCN and COTURAP. They develop activities for the micro, small and medium scale tourism enterprises of the following regions: Petén, Izabal, Verapaces, South Coast and Highlands, with special emphasis on areas affected by Hurricane Stan. Since the end of fiscal year 2008, the Alliance has expanded operations in the Department of Petén and included new areas of the South Coast, Atliplano, Quetzaltenango and Retalhuleu, where interventions are continued during the current fiscal year.

This report presents the main findings and activities implemented during the first quarter of fiscal 2010 (October 1 to December 31, 2010), according to the following sections:

- III. Results for the quarter compared to the goals of fiscal 2010
- IV. Summary of activities and results of funded activities implemented DR-CAFTA
- V. Description of activities and general results

- 1. Strengthening local, regional and national tourism organizations
- 2. Access to credit and financial services
- 3. Promotion of good management practices and certification
- 4. Development and marketing of handicrafts

- VI. Detail OP and PMP indicators this quarter

III. Results for the quarter compared to the goals of FY 2010

During this quarter the project Community Tourism Alliance achieved important results, mainly in the following indicators: a) income, b) employment, c) persons receiving training in natural resource management and / or biodiversity conservation, as well as in d) people with increased economic benefits derived from sustainable natural resource management and conservation. As shown in the consolidated table of indicators in Annex 1, the results of this quarter have exceeded the overall goals for the entire life of the Project in: a) income, b) visitors, c) leveraging funds, d) number of people with increased economic benefits derived from sustainable natural resource management and conservation, and e) number of people receiving training in natural resource management and / or biodiversity conservation.

PMP INDICATORS			
INDICATOR	FY 2010 GOAL	REACHED QUARTER 1 2010	OBSERVATIONS
Ingresos (US \$)	1,000,000.00	1,050,800.64	
<i>Generated by tourism</i>	<i>500,000.00</i>	<i>885,698.36</i>	The tourism sector has started to recover gradually. The end of year is an important season for both domestic tourism and international tourism.
<i>Generated crafts</i>	<i>500,000.00</i>	<i>165,102.29</i>	The majority of these revenues were generated by closed sales



			by business contacts established in the New World Crafts 2009.
Employment	4,455	406	56% indigenous 38% Females.
Visitors	5,000	51,501	67% National Tourists.
MSMEs Created	100	0	This indicator is directly related to lending to the tourism industry and craft. The global and domestic economic climate is not conducive to the emergence of new companies.
Organizations Strengthened	350	171	
Appropriations available for tourism and crafts	156,418.80	0	Several records of MSMEs supported in this topic are in the process of approval in Banrural.
Leveraging Funds (US \$)	0	106,595.31	OMT Project - STEP to support community tourism managed with support from USAID-CPI by the National Bureau of Community Tourism. Publications in our daily tourist destinations supported by the program.
Cost share (US \$)	335,510.20	85,701.17	

OP INDICATORS ETEO			
INDICATOR	FY 2010 GOAL	REACHED QUARTER 1 2010	OBSERVATIONS
Number of firms receiving assistance from the Government of the United States to improve their management practices	350	171	Includes companies and organizations currently receiving assistance in administrative tools, marketing, environmental practices and certification
Number of MSMEs receiving assistance from the U.S. government to access bank loans or bank equity	50	40	Companies receiving assistance in business plans, financial plans and credit application process in domestic financial institutions.
Number of public dialogue mechanisms - private as a result of assistance from the Government of the United States.	4	4	Includes CODEDE Tourism Commission of Solola Geotourism Council, the National Community Tourism Bureau and the committee review and monitoring of public use issues and management of protected areas visitation.
Number of people with increased economic benefits derived from sustainable natural resource management and / or biodiversity conservation	250	420	
Number of Females	100	161	
Number of Males	150	259	
Number of people receiving training in	200	151	Includes persons trained in environmental practices based on



natural resource management and / or biodiversity conservation			good practice guide for communities and people trained in the process of community tourism guide
Sales of goods and services as a result of USAID programs (in thousands of U.S. \$)	1,000	1,050.80	
Number of jobs created as a result of USAID programs	4,455	406	
Number of rural households benefiting directly from interventions of the Government of the United States	2,000	585	

IV. Summary of activities implemented with funds from DR-CAFTA

This section includes a summary of the activities implemented through funds allocated to DR-CAFTA this Cooperative Agreement.

Support for managing visitation in protected areas:

Through funds from DR-CAFTA, CPI has focused its assistance to manage public use and visitation in protected areas in two complementary directions: 1) general technical assistance to CONAP COTURAP (Committee of tourism in protected areas) in the areas of planning and review of tools and 2) technical assistance for the development of specific activities in protected areas.

PNMRA Public Use Plan-BNDL: During this quarter, we completed the development of the Public Use Plan for the National Park Mirador – Rio Azul Biotopo Naachtún Dos Lagunas and access areas, which was developed in a process of broad participation various actors involved in the Maya Biosphere Reserve, co-funded by USAID Counterpart (Project Community Tourism Alliance) and through Project CONAP Netherlands. The plan represents the first inter-institutional coordination effort to define objectives and strategies for tourism development in the area with a horizon of five years. The final draft was presented at a public event on December 10 in Guatemala City, programmed to do another presentation event in Petén during the month of January 2010.

Although official approval by CONAP plan is in process, the plan has already begun to be used as a base document for the management of tourism development initiatives in the area. In this sense, the initiative promoted by the President of the Republic called "Cuatro Balam," coordinated by the Vice President of the Republic, has been based on the plan to direct investment oriented enhancement of the archaeological site and to contextualize the development investment in infrastructure and tourism services estimated at U.S. \$3 million (to be financed by the Petén Development Project for the Conservation of the Maya Biosphere Reserve, funded by the Inter-American Development Bank). By referring to this document, these activities will be the sustainable management of natural and cultural resources, low-impact tourism development, as well as the active involvement of local communities in the management of tourism businesses.



Attendees at the launch event of PNMRA-BNDL PUP.

Update on Ecotourism Management Instruments for SIGAP: Counterpart continued to advise COTURAP and CONAP in the process of reviewing and updating existing Ecotourism Management Tools for the Guatemalan System of Protected Areas in order to have instruments that adhere the characteristics and challenges of different areas of the country. As part of this effort, co-funded with Ecosystem Partnership Fund (CEPF), a committee was formed with representatives of members of COTURAP, producing a new Regulation for the Management and Development of Visitation in Protected Areas. This document, currently under final review by the legal department of CONAP, regulates all aspects related to the planning and development of activities that involve visits to protected areas. In a complementary effort, Counterpart has begun the process of reviewing and updating the Tourist Service Concession in SIGAP. In the next quarter both regulations will be completed to be submitted for final approval by the honorable National Council of Protected Areas, and we will start the design of support tools for implementing them.

Design of Tourist Guide Guatemalan System of Protected Areas: CONAP continued to support the design and editing of the Tourist Guide for the Guatemalan System of Protected Areas, which includes information on attractions and services of 40 protected areas in the country. This inter-institutional effort involving CONAP, INGUAT, FONACON, SIGAP and Conservation International, represents the first joint tourism promotion. The guide will be used during the next quarter.

Municipal Recreational Park Las Conchas: During the last few quarters of fiscal year 2009, Counterpart provided assistance to the Las Conchas Park concentrated on supporting the presentation of the final proposal for a project funded by FONACON for basic tourism infrastructure development in the park. This project was approved in the last quarter of fiscal year 2009, so it was advised by the Municipal Corporation of San Rafael Chahal, Alta Verapaz in the planning and coordination to start project implementation. Assistance in accounting and technical reports shall submit to the Auditor General and FONACON respectively, as well as technical assistance for the construction of the works shown, including health services, improving trails, improving parking and a gazebo.

Quetzal Biotope: Design was completed for the interpretive signage for the area, which were designed with assistance from Counterpart and approved by CECON. These signs will be installed in the biotope during the next quarter. Below is one of the interpretive signs designed.



Update on Ecotourism Management Instruments for SIGAP: Counterpart continued to advise COTURAP and CONAP in the process of reviewing and updating existing Ecotourism Management Tools for the Guatemalan System of Protected Areas in order to have instruments that adhere the characteristics and challenges of different areas of the country. As part of this effort co-funded with Ecosystem Partnership Fund (CEPF), a commission was working with Candelaria Caves National Park. Candelaria Caves Park remains the only case in Guatemala in which there is an agreement for cooperation for the management and provision of tourist services between the Ministry of Culture and Sports and local communities, which has been extended for another 15 years in 2009. The Master Plan area is about to expire, so Counterpart facilitated meetings between the Ministry (through the Technical Sub IDAEH), the General Directorate of Cultural Heritage, communities and Mucbilha Candelaria Camposanto 'I to start the process of updating the Plan. So far, local communities have been in a number of meetings that are prioritizing the issues they wish to see addressed in the plan update. In the coming quarters, we will continue to facilitate coordination meetings to follow up on this initiative.

In parallel, Counterpart started planning key issues that should be integrated into the Plan, including the management and mitigation of impacts generated by visitors. Currently there is a draft of a new methodology for participatory impact monitoring in the caves now used for tours, developed with the support of volunteer students from the Universidad del Valle de Guatemala. This methodology is being validated with community members during the next quarter. Once tested and validated, training programs will be implemented in the community guides and local rangers to learn to use the tools and begin systematic application.

Promoting Sustainable Tourism Best Practices and Certification:

Trainers workshop for leaders on Sustainable Tourism Best Practices in Communities: This quarter began the process of implementing the Good Practice Guide for communities developed by Counterpart, Rainforest Alliance and SNV. In collaboration with the National Bureau of Community Tourism, INGUAT and JICA, Counterpart developed the first workshop of Best Practices aimed at trainers on 14 and 15 October 2009. The workshop was attended by 24 people including INGUAT technical staff (regional promoters and members of Self-Management Committees Tourist),

community facilitators of NGOs (Mirador Project, WWF, Universidad del Valle de Guatemala and Share Association of Guatemala), and representatives of tour operators. All participants were trained to use the guide, the toolkit and the trainer's guide. This is so that participants become effective trainers and promoters of good practice in their work areas. CPI will monitor the efforts that these new leaders lead to develop good practice trainers in their communities.



Practical activities during leadership training workshop.

Workshop on Sustainable Tourism Best Practices for Community Carmelita, Petén: During this quarter, CPI implemented the first workshop on Sustainable Tourism Best Practices based on the BP guide for communities. The workshop was held in the Carmelite community that provides tourist services in the National Park Mirador-Rio Azul, a protected area that is an integral part of the Maya Biosphere Reserve (MBR). The event took place on 25 and 26 November 2009 and was attended by 14 people, including members of the Tourism Commission of the community, community guides, board members of the Carmelita Cooperative, a elementary teacher and even the deputy mayor. Based on this representation, the participants confirmed their commitment to implementing good environmental practices, both in the community and in the areas of tourism and especially in the field of solid waste, an issue that was identified as a major threat to the community. Other environmental issues discussed were water, forests and protected areas. CPI will follow up on facilitating and supporting the implementation of good environmental plan designed by the community.



Workshop participants in the plan developed Carmelita good environmental practices and initiate activities of solid waste separation.

In agreement with the National Bureau of Community Tourism, we defined communities where workshops will be implemented based on the Guide for the remainder of fiscal 2010. Priority communities are: a) Chilascó, Baja Verapaz, b) Sepalau, Alta Verapaz, c) Candelaria Camposanto Mucbilha 'I, Alta Verapaz, d) Uaxactún, Petén, e) San Juan La Laguna, Solola, f) Chicamán, Quiché and g) New Partnership, Quetzaltenango. Additionally, people trained in the workshop of leading trainers workshops implemented in other communities in Petén, Izabal, Alta Verapaz and Solola will be defined in the next quarter.

Technical Assistance on Implementation of Best Practices and Certification Criteria Green Deal: After a period of several months of re-structuring, the sustainable tourism certification Green Deal was renamed GREAT Green Deal, by Central Certifications. Activities of this component were resumed at the end of fiscal year 2009. As a first step, the tracking alliance with the Sustainable Tourism Program of the Rainforest Alliance was confirmed, with funding from AI-Invest Program of the European Union, which will run MSME support activities involved in the certification process. This partnership maximizes resources, avoiding duplication of effort.

Overall, Counterpart – USAID and Rainforest Alliance - AI-Invest offered the beneficiary companies a package of training and technical assistance on best practices and sustainable tourism certification under the seal GREAT Green Deal, which is divided into the following stages: a) identification of beneficiary enterprises, b) training workshop "inducing sustainable tourism and best practices", c) initial spot checks in which an assessment is made based on the Green Deal legislation, d) development of Initial verification reports, which identify improvement prone areas and conditions to be creditors of certification, e) implementation of technical assistance programs and training focused on improving the weaknesses identified (RA and implemented by Counterpart), and f) final verification of compliance of the rules, based on whether it is determined whether the company is eligible for certification.



During this quarter, a total of 37 companies were identified to be involved in the certification program. Of these companies, a total of 15 participated in the first training workshop with a total of 20 trainees. Subsequently, the initial checks were made of 17 companies, for which is developing the respective diagnostic report. During the next few quarters will have been diagnosed with a total of 30 companies, which in turn will receive technical assistance and training, prior to final assessment.

Coordination Geotourism Initiative:

CPI continued to support the Center for Sustainable Destinations of National Geographic in the review and final adaptation of the Geotourism map of Guatemala and in coordinating the approval thereof by the local partners (INGUAT and ANACAFÉ). It has a final version is ready for feedback. In order to avoid importing maps, it was decided to print it in Guatemala, so Counterpart supported the location and selection process of a local company that could reproduce the map with the required specifications. The printing of the map will be completed in early 2010. Preliminary discussions have begun to coordinate a launch event map in Guatemala City, probably in the National Palace. The date when it will be implemented learn will be decided by the final date of delivery of the printed map.

In addition, a proposal by Counterpart in coordination with INGUAT and Tourism Cluster ANACAFÉ the IDB MIF was selected among the 10 finalists at Latin America for funding. It is hoped that additional funding is realized in mid-2010 and will focus on finalizing the web platform based on the geotourism map and expanding technical assistance activities under the criteria for geotourism destinations and MSMEs.

Implementation of the career of Community Tourism Guide:

CPI continued to facilitate contacts and relations between INTECAP, INGUAT, local communities and other institutions to support the implementation of the courses of Community Tourism Guide. These courses have been implemented with a focus on communities related to protected areas, supporting the sustainable management of natural resources through community tourism and in turn generating new jobs. During this quarter, Counterpart coordinated the implementation of the courses in the following locations: a) Sepalau, Alta Verapaz, b) Salinas Nine Hills, Alta Verapaz, c) Hawaii-Monterrico, Santa Rosa, d) Quirigua Archaeological Park, Izabal, e) Santa Catarina Palopo, Solola and f) Santiago Atitlan, Solola.

Communities where the race was implemented community tourism guide

Fate and related protected area	Communities	Number of Participants	Number of Women
Salinas Nine Hills - Laguna National Park Lachua	Las Brisas de Chixoy, San Benito, Las Tortugas, Pie del Cerro, Santa Lucía Lachua, San Marcos, Pozo Seco, San Jorge La Unión, ACODESERESA and Finca Salinas Nueve Cerros	19	3
Lagunas de Sepalau	Sepalau Cataltzul	10	1
Monterrico - Hawaii	Hawaii, El Cebollito, El Rosario and Las Mañanitas	15	0



Parque Arqueológico Quiriguá	Los Amates	15	5
Santa Catarina Palopó - RUMCLA	Santa Catarina Palopó	16	10
Santiago Atitlán - RUMCLA	Santiago Atitlán	18	6
TOTAL	18	93	25

V. Description of General Results and Activities

1. Strengthening local, regional and national tourism organizations

a. Strengthening organizational, administrative and management communities destinations Puerta al Mundo Maya route, Alta Verapaz and Petén:

As part of efforts to strengthen the organizations that make up the route Puerta al Mundo Maya, Counterpart provides assistance in managing projects focused on the improvement of tourism products and the creation of new businesses. In this quarter, Counterpart supported the Association of Tourism Chisec (AGRETUCHI) in the preparation of final reports for the project to improve tourism infrastructure in Cancun, funded by the Division of Product Development of INGUAT. INGUAT recently approved a new project to be executed by the association to implement improvements in existing tourism infrastructure in the community Camposanto Candelaria, Candelaria Caves National Park.

Likewise, we continued to conduct monthly meetings with leaders of different community organizations, which provide assistance in accounting and business management for community tourism. These meetings have begun to help Fray Bartolome de las Casas, a new community organization that is not part of Puerta al Mundo Maya but has benefited from the lessons learned in previous processes.

b. Strengthening community-based tourism in the Maya Biosphere Reserve, Petén

ACOFOP Tourism Commission:

We implemented a tour of experience sharing between members of the Tourism Commission of ACOFOP and communities around the Candelaria Caves National Park in order to meet the community management of tourist destinations and see the results of the existing cooperation agreement with IDAEH-Ministry of Culture and Sports. The results of the trip were satisfactory. As a follow up to it, Counterpart and Balam Association facilitated a meeting between representatives of the Tourism Commission and IDAEH, which confirmed their interest in having a similar agreement, to have better coordination for the conservation and tourism development of archaeological sites in forest concessions. During the next quarter, we will draft it. Additionally, a presentation was organized by representatives of IDAEH to publicize the content of the Law on Protection of Cultural Heritage of the Nation to leaders at ACOFOP and partner organizations.



The Commission received advice for participation in the Bureau of Protected Areas and Tourism organized in preparation for the event Governing with the People, held in December with the participation of Mr. Alvaro Colom and members of his cabinet.

Finally, the PDPCRBM has contracted with a consulting firm to prepare a feasibility study of the project Community School of Tourism Maya Biosphere Reserve, managed by ACOFOP and supported by Counterpart. The CPI counseling for this issue during this phase has focused on supporting the consultant in charge of the study team.

Carmelita and Uaxactún:

We completed the process of negotiations with Balam Association to define the activities of sub grant agreement through which it will continue to support these communities. Activities will focus on continuing to strengthen the organizational structure of tourism commissions each community, with special emphasis on administrative and accounting aspects, support in implementing work plans and regulations, and we will continue to coordinate training programs in archeology, bird watching, food handling and first aid. They will join forces with the IDB-financed project (executed by MIF PACUNAM and FUNDESA) based on the letter of understanding signed between FUNDESA, PACUNAM, Counterpart and Balam Association, with the aim of unifying activities for capacity building of local communities, so that they can get more out of tourism services and manage the works to be implemented by the PDPCRBM on paths to PNMRA-BNDL.

c. Technical Assistance for MSMEs Tourism Marketing

On November 19, Counterpart held a workshop for the management, administration and optimization of websites, aimed at tourism MSMEs in the Petén region that have received assistance in the creation and empowerment of web pages for their businesses. Participating companies were Explore Tour Operator, Hotel Casa Amelia, Hotel La Posada de Don Jose, Tikal Connection Tour Operator, Hotel Paraiso Maya and Ecological Park Huleu Che Ha / Canopy Tour Route Mono.

The workshop focused on raising awareness of the operation of the Internet and how they can achieve better performance of their web pages. In addition, participants learned how to use the content management system to make changes, update pages, and create photo galleries.



Attendees at the workshop of management and use of websites.

CPI continued to provide technical assistance to MSMEs and tourist destinations in Petén, Alta Verapaz, Baja Verapaz, Solola, Quetzaltenango and Retalhuleu under the approach of strengthening and expansion of the tourism value chain within the program called "Let's boost your tourism business." The assistance focused mainly on establishing strategic alliances, developing strategies and sales tools. The development and results of these activities are presented in detail in section 3.1 Strengthening and expansion of the tourism value chain.

d. Strengthening the Tourism Commission of Atitlán:

During the quarter CPI continued its support for the Commission of Departmental Tourism Development Council of Solola (CODEDE) as an active member, participating in regular and special sessions focused on ensuring the development of the Atitlán tourist destination and executing the plan boosting tourism (PDT). Similarly, the CPI team has supported this organization in the internal capacity building, occupying the post of secretary of the CT and marketing coordinator of the PDT as well as supporting the Commission with technical assistance to manage the project Atitlán destination website and the Department of Tourism Observatory.



One Meeting of the Tourism Commission of Sololá.



e. Administrative Tools Technical Assistance for MSMEs:

In FY 2009, CPI began the implementation of a technical assistance program called Situational Business Diagnostics, which provides administrative tools for tourism MSMEs so they can efficiently manage their businesses, including topics such as cash flow management, establishment costs, prices, statistical evaluation of sales, human resource management and marketing. This program has been implemented in the regions of Peten, Solola, Quetzaltenango, Retalhuleu and Alta Verapaz, serving a total of 40 MSMEs. During the first quarter of fiscal 2010 the implementation of the final phase of it in Retalhuleu and Alta Verapaz was completed, which involved a total of 20 MSMEs (10 in each region).

As a follow-up strategy a program called "Top 3W" was designed to focus on identifying the three main weaknesses affecting the performance of MSMEs' participants and implementing short-term actions to improve them. The program is being implemented in the regions of Petén, Alta Verapaz, Quetzaltenango and Retalhuleu, with the participation of 10 companies that demonstrated a greater commitment in the previous program of Diagnostics Business Situation. So far, diagnostic visits were made in the four regions, and Counterpart has started designing strategies and tools in various topics including: human resources, management systems and inventory reservations, menu diversification, cost control and special promotions for the services offered.

f. Training Program for Tour Guides Association of Petén:

One of the new activities in the work plan for the fiscal year 2010 is the creation of a training program for the Association of Tourist Guides of Petén, a group consisting of 70 tour guides in the región, to further develop some of its activities in protected areas. The objective of this program is to provide training to guides that complements the upgrade required to renew their license before the INGUAT, with particular emphasis on issues related to the management of natural and cultural heritage. During this quarter, we initiated contacts with the Association, identified as priority issues: birdwatching, management impacts caused by visitors, and cultural heritage management. Counterpart will coordinate the implementation of courses related to these issues in the coming quarters.

2. Access to Credits and Financial Services

Counterpart continued work on this component, focused on providing technical assistance to small businesses and organizations in finding funding for the creation of new tourism and craft businesses or the expansion of existing businesses. Assistance provided by the project includes support for the preparation of project profiles, development of business plans, investment estimation, financial analysis for projects, identifying sources of funding, and support in the application to credit process to the sources of funding identified.

Currently, there are 40 beneficiaries receiving technical assistance, including individual entrepreneurs and community organizations, of which 15 are located in Petén, 6 in Solola, 5 in Quetzaltenango, 4 in Retalhuleu, 4 in Sacatepéquez, 3 in Izabal, 1 in Santa Rosa, 1 in Villa



Canales and 1 in Totonicapán (listed in Annex 2). The projects are extremely diverse, including construction or expansion of hotels, eco-lodges, purchase of vehicles for transporting tourists, Spanish school building, equipment, trails and craft production.

So far, a total of 6 project profiles have been submitted to Banrural, which are being evaluated by bank personnel, and two profiles are being finalized to appear early next quarter. The remaining cases are being assisted to complete their profiles.

It is noteworthy that one of the main constraints identified during the project, is that there is very little knowledge of entrepreneurs on the true costs of their products and services. This creates business that are not quite profitable, since in some cases they are projected to lower profits than they could earn or they are generating losses. Therefore, the advice is focusing on financial analysis that is attached to reality for defining the true project profitability.

In addition, community organizations and family businesses often do not have legal title to their property and their corresponding records in order to be presented as mortgages, making it impossible to access credit in the domestic banking system. This issue pushes these groups to seek financing and financial cooperatives that carry higher interest rates from 20 to 35% annually, which become rates up to 50% when including management fees and membership to the financial institution. This is another point where technical assistance is offered to individuals or groups that learn how lower interest rates come from banking, financial or credit unions and the ways they can access those more competitive rates through the preparation of financial reports and complete realistic projections to provide greater security to financial institutions on the ability of future payment for the provision of guarantees and the proper management of financial or banking reciprocity.

3. Marketing Tourism Products

a. Strengthening and expansion of tourism value chain.

During this quarter through a program called "Let's boost your business," we continued providing specialized technical assistance focused on sales and marketing tools and strengthening the tourism value chain. Currently, a total of 91 MSMEs of Petén, Solola, Quetzaltenango, Retalhuleu, Baja Verapaz and Alta Verapaz are part of this initiative. Here are the most important activities of this quarter.

Altiplano – Sololá:

During this quarter, CPI continued to conduct activities with beneficiaries of the initiative "Let's boost your business," benefiting twenty companies in the municipalities of Solola, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlán, supporting their major marketing and promotional needs. In this quarter, we integrated three new companies: Eternal Spring tour operator, ATUKA United Weavers Association (Oxlajuj Batz) (both of the



town of Panajachel), and Tzutujil Travel Agency in the municipality of San Juan La Laguna.

Expansion of the program accomplishments in Sololá:

Eternal Spring: Operator located in the town of Panajachel, specializing in tours through Mexico and Guatemala. During the quarter CPI aided the company in creating a new image which is in the final stage of approval.



Initial Logo Design Choices: Eternal Spring

ATUKA United Weavers Association (Oxlajuj Batz '): Association of women artisans from different municipalities in the department of Solola. During the quarter we supported with the image and redesign of its logo, in both English and Spanish. In addition, labels were designed to identify products and signage for a "stand" of the association. Both materials were used in a major craft fair held in Boston, USA, during the month of November. The materials designed together with CPI and helped expose a better brand image for the show, which helped the association to generate sales and strengthen commercial ties with potential buyers in the United States.



Stand Oxlajuj batz at the craft fair in Boston, United States.

Monitoring program partners in Sololá:

CPI continued to support the companies that we have worked with in previous quarters in Sololá. Some of the companies that are on track now have a defined strategy to reach the market through print and / or electronic materials. This is a major achievement to be attained by the initiative "Let's Boost," and thanks to the continuous support process, some enterprises have reached maturity in the field of marketing and marketing their products.

Hotel Villa del Angel: Small hotel located in the town of Sololá. Among other materials, CPI supported it with the design of the company website. Information is available in English and Spanish, and the page is already available online (see: www.hotelvilladelangel.com).

Travel services Atitlán and Roger's Tours: Tour operators in Panajachel Township. The CPI team and Atitlan Tourism Services supported the design of the website of the company, which will be placed on the web shortly. It also provided technical assistance to Roger's Tours for the redesign of their website. In the case of this latest initiative, the website represents the primary source of sales and is expected at the end of the editing and design of both pages in the next quarter.

San Pedro Spanish School, San Juan Spanish School, Spanish School and San Marcos Santiago Spanish School: Spanish language schools specializing in interactive teaching of Spanish as a second language. It currently has four offices operating in four municipalities in the department of Sololá and in the department of Izabal. CPI supported the design of a social project information leaflet prepared for these companies' sponsor in San Pedro La Laguna. In addition, folders were designed for teachers and students use during the training program.



Children Trifoliolate Lake project and promotional folders San Pedro Spanish School.

Solar Pools and Restaurant Tzan Saqarib'al: Company that provides lodging, restaurant and hot pools in San Pedro la Laguna. During the quarter, the company

relied on the design of a promotional leaflet prepared, in which the image is composed of each of the services offered.



Trifoliolate promotional services and Tzan Saq'aribal Sola Pools

Eco Spanish School: Spanish language school operating in the municipalities of San Juan La Laguna and Santiago Atitlán. During the quarter we supported it with technical assistance to work on redesigning and updating the company website. Site is expected to be completed in the next quarter.

Orbita Spanish School: Spanish language school located in San Pedro La Laguna. During the quarter ended the support CPI had agreed on with the design of the company website, which is already available online. (See: www.orbitaspanish.com).



Website prepared for Orbita Spanish School



Altiplano – Quetzaltenango / Retalhuleu:

Expansion of the program accomplished in Quetzaltenango / Retalhuleu

In order to support more tourism initiatives, we signed two new memorandums of understanding with two schools of Spanish: Río Azul Spanish School and Democracy.



Final Version Logo, Río Azul Rural Spanish School.

Río Azul Spanish School: Located in the municipality of Jacaltenango, Huehuetenango, it began operations in October 2008 with the aim of meeting the needs of foreign students seeking teaching Spanish packages, accompanied by experiences of living in rural areas of Guatemala. The school seeks to position itself in the market, initially through the creation of an image and then through the preparation of promotional materials. Counterpart's support will consist, therefore, in designing effective marketing tools that enable school venture to national and international markets. During this quarter we worked on the design and approval of company image, a basic step to be identifiable in any market.

Monitoring Program partners' achievements in Quetzaltenango / Retalhuleu

Counterpart continued to support small and medium enterprises to provide technical assistance in the design and implementation of marketing and promotional materials with 21 enterprises of Quetzaltenango and Retalhuleu. The assistance provided by CPI has ranged from the preparation and publication of basic tools like business cards to more complex and precise instruments such as creating Web pages.

Hotel Santa Ana: Provides hosting services for up to 10 people, parking, laundry, cable TV and internet. So far, the support of the Alliance has led to the creation of the image of the hotel, which was approved.

Hotel del Campo: Founded in 1968, this family business provides hosting services, restaurant, meeting rooms, parking, heated pool and internet. One of the first results is for the design of a pocket brochure with information on services, contacting the

company and photographs. This material will be reproduced and distributed in the next quarter in various local and national media.



Engrossed accordion brochure for Hotel del Campo

Sources Georginas Hot Springs and Tour Company: A business that offers services to the spa of the same name located in the town of Zunil. It also provides tour services, packages, and transfers in and out of the country, among others. As part of the support during this quarter, a trefoil was designed to promote the services offered on the destination and the tour operator. This material is expected to be approved during the next quarter.



Proposed design for Trifoliate Georginas information sources

Eco Sauna Summits: The company opened during the previous quarter its new initiative "Sibal Ulew Thermal Spa," born with the aim of creating services for health and wellness tourism, incorporating principles of natural medicine under the concept of "health through water." During this quarter, two flyers were developed to promote local services; the design includes one version in English and one in Spanish, and both materials were distributed locally in different parts of the city of Quetzaltenango.



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Flyers designed to Sibal Ulew Thermal Spa in English and Spanish.

Villa de Don Andres Bed and Breakfast: Company providing accommodation and food services in the historic center of Quetzaltenango. Under the assistance of CPI, we decided to advertise in two local distribution magazines which promote their core services. In addition, we designed a new version of the business cards.



Designs produced promotional spots for Villa de Don Andres Bed and Breakfast

Juan Sisay Spanish School: Counterpart team designed an ad for local distribution magazine "Xelawho" which was published in the December 2009.



Promotional Ad Juan Sisay Spanish School

Tram Altos: company doing historical tours within the city and surrounding Quetzaltenango. Through the program we have provided support in the design of various promotional materials nationally and internationally during fiscal years 2008 and 2009; one of the final activities involved the restructuring of content and image of the website [www. tranviadelosalto.com](http://www.tranviadelosalto.com). The site was updated in December this quarter and is available to visit.

Doña Pancha Chocolate: partner dedicated to the production of fine handmade chocolates and continues this tradition dating back to 1870. During this quarter CPI worked on updating a Christmas product catalog which was distributed electronically and physically to different buyers. We also worked on the collection of materials for the website to be launched in the next quarter.



Christmas catalog page 2009, Doña Pancha Chocolate.

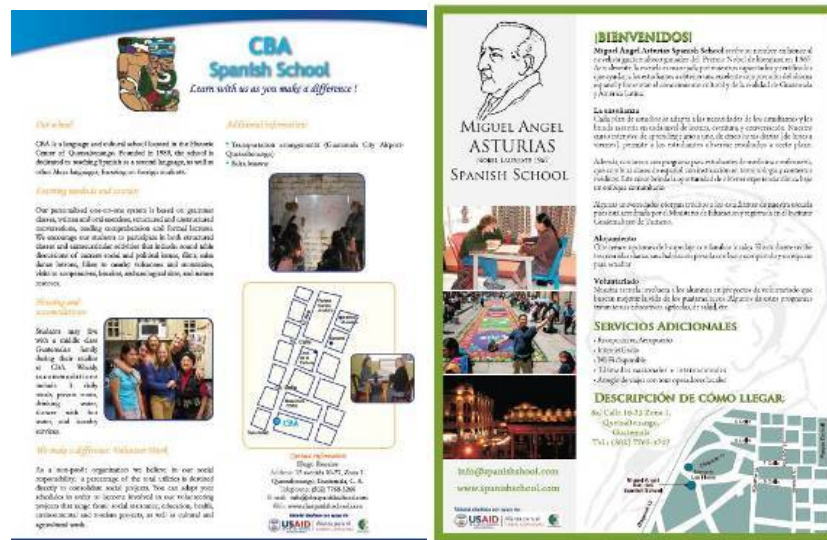
Tinimit Ulew Spanish School: During this quarter we designed a newsletter and a promotional brochure for the school. Both materials were distributed in different

California universities throughout these months, and it is expected that during the next quarter final adjustments are made to pass both materials.



Trefoil and fact sheet designed to Ulew Tinimit.

Among other marketing materials and basic marketing performed in conjunction with companies in the region, CPI designed sheets for American Indian Bilingual Center and Miguel Angel Asturias Spanish School. One purpose of this project is to have unified materials for all companies that are part of the Association of Spanish Schools in Quetzaltenango (ACEEQ). These materials are also used as inputs to update the information on the website of the association during the next quarter.



Sheets designed to CBA and Miguel Angel Asturias respectively



Verapaces:

Monitoring of "Let's Boost" Program Partners

During this quarter Counterpart continued to support 6 companies and 11 regional destinations of the Verapaces Community, which belong to the initiative "Let's boost your business," in the design and implementation of promotional materials. We worked on the corporate image of three companies: Ecological Sachichá Villa, Hotel and Restaurant Hotel Valle del Sol and the Estancia de la Virgen, which were approved and implemented in the next design materials. In addition, we worked on the design proposals for Villa Sachichá Ecological's website, which is under review with the partner.

We advised AGRETUCHI in coordinating trips with journalists of our Journal, who published notes to promote community tourism destinations in the region.

CPI worked on the redesign of a promotional brochure and the final site design for Puerta al Mundo Maya (www.puertamundomaya.com.gt) which will be re-launched early next quarter. Both materials have been developed with the aim of updating the information of the destinations that make up the route and providing tools to promote themselves together. The website will include links and information from other attractions and services in the region, including other program partners' achievements.



Home Puerta al Mundo Maya.

Petén:

Expansion of the program accomplished in Petén

Under the memorandum of understanding signed with the Tourism Association of Southern Petén, the CPI technical team assistance phase started with two new companies. The Nuns Spa, located in the municipality of Poptún which was presented with several logo options, which are under review. We also worked with Confecciones Típicas Mopan, whose headquarters are located in San Luis Peten. During the quarter, they approved the logo and business cards.

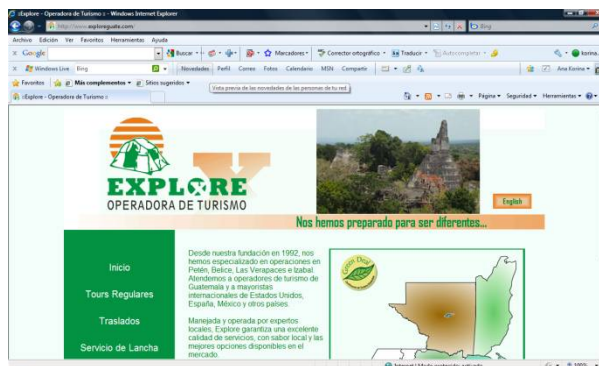


Final Logo and business card for Confecciones Típicas Mopan.

Monitoring Program partners achieve in Petén

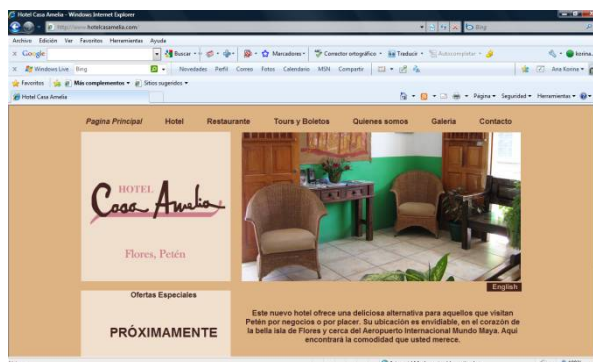
CPI continued following through with companies belonging to the initiative "Let's boost your business" in the design of promotional and marketing materials that fit the needs of each company.

Explore Tour Operator: Company located in Santa Elena Petén, which specializes in providing travel services to operators around the country and international wholesalers offering packages in the Peten region, Verapaz, Izabal and Belize. During the quarter we ended the process of designing and programming their website that is already enabled (see: www.explorequate.com).



Explore Home Tour Operator.

Amelia House Hotel: Located on the island of Flores, offers accommodation and food services, as well as tours to different destinations in the region of Petén. CPI supported in the design and launch of the www.hotelcasamelia.com website which constitutes valuable marketing tool for the company.



Website developed for Hotel Casa Amelia

Hotel Classic Petén: offers 20 spacious and comfortable rooms with all its amenities; in addition, the hotel offers guests access to a private beach located in San Jose, Peten. During the quarter, they approved the design of the hotel fact sheet detailing major services of the company, contact information and a small map with directions.



Final design of the newsletter of Hotel Classic Petén.

Mirador del Lago Hotel: Located in Flores, Peten, offers lodging and breakfast, plus wireless internet and support for guests in planning trips to different destinations. They approved the final version of a fact sheet, which is a basic tool for designing other promotional materials.



Final design of the newsletter for the Hotel Mirador del Lago.

Restaurant Mijaro: We worked on the menu design of the company, and the shareholder approved the Spanish version of this material. In the next quarter, the English version will work for final reproduction.



Restaurant Menu Design Mijaro

Hotel El Peregrino: Worked on the development of a promotional flyer, which contains information about the services offered, and a location map. This material will be distributed at key points of the department of Petén.



Final design for Hotel El Peregrino.

Natural Park Ixpanpajul: To provide services oriented around tourism and adventure. During this quarter was the final design of the responsibility for park visitors, plus a menu in English and Spanish that has already been implemented

PARQUE NATURAL IXPANPAJUL
PETEN GUATEMALA

Contrato-Advertencia
Factura No. _____

Contract-Warning
Invoice No. _____

Yo, _____ con Cédula o pasaporte No. _____
I las personas que me acompañan, sean mayores o menores de edad, usará o usaremos las instalaciones del PARQUE NATURAL IXPANPAJUL bajo estas condiciones:

1. RESERVA: Conocemos que las actividades como el paseo en tractor, paseo en bicicleta, montar a caballo, Safari Adventure, paseo por el bosque, Tarzan Canopy Tour, puentes colgantes (Sky Way) y Safari Nocturno implican riesgos que podrían causar lesiones. Los riesgos incluyen caídas de altura, caídas de caballos, tractor, bicicleta, puentes o mordeduras de animales, etc.

2. ESTADO DE SALUD: Estoy y quienes me acompañan, en buen estado de salud, incluyendo de la espalda, corazón y salud psicológica. No somos temerosos y haremos caso de las instrucciones de los guardas, empleados del parque y rúbricas de advertencia.

3. CIUDADANO RESPONSABLE: Las instalaciones del PARQUE NATURAL IXPANPAJUL son de buena calidad y tienen un mantenimiento adecuado, y el personal está bien instruido en el uso de las actividades por lo que las exoneramos de cualquier lesión o daño que pueda o podamos sufrir.

Fecha: _____ Date: _____
Firma: _____ Signature: _____

The undersigned, identifying myself with Identity Booklet and/or Passport number _____, and those accompanying me, of age or under age, will use the installations of PARQUE NATURAL IXPANPAJUL, under the following conditions:

1. RESERVE: We are aware that activities, such as a ride in tractor, bicycle, mount a horse, Safari Adventure, tour by the forest, Tarzan Canopy Tour, suspension bridges (Sky Way) and Safari lighting imply risks that could cause us injuries. The risks include high jumps, injuries derived from horse falls, tractor or bicycle falls, slings or animal bites, etc.

2. HEALTH CONDITIONS: The undersigned and those accompanying me, are in good health, which includes the back, heart and psychological health. We are not reckless and we are willing to obey all the instructions of the security guards, employees of the park, as well as of all the warning signs.

3. RESPONSIBLE CITIZEN: The installations of PARQUE NATURAL IXPANPAJUL have a good quality and maintenance conditions. Its personnel is well trained in the use of the activities. Due to the above mentioned, we exonerate them of any injury or damage that the undersigned and those accompanying me could suffer.

Menu
PARQUE NATURAL IXPANPAJUL
PETEN GUATEMALA

BREAKFAST		SANDWICHES	
1. Cereal with milk (served optional)	Q 25.00	10. Beef tenderloin with avocado	Q 35.00
2. Hotcakes with fruit	Q 30.00	11. Ham and cheese sandwich	Q 30.00
3. American breakfast (eggs, any style with bacon)	Q 35.00	12. Chicken sandwich	Q 30.00
4. Chapin breakfast (eggs any style, potatoes, refried beans, cheese, cream, bread, juice and coffee)	Q 35.00	13. Hamburger	Q 30.00
5. Ham & cheese omelette, with potatoes and refried beans	Q 35.00	14. Cheeseburger	Q 30.00
		15. Traditional hot dog	Q 20.00
LUNCH		ADDITIONAL ORDERS	
6. Typical grilled beef	Q 70.00	16. French fries	Q 25.00
7. Served with rice, beans, avocado, typical tomato sauce, tortillas and a natural drink		17. Nachos with refried beans and melted cheese	Q 25.00
8. Grilled chicken	Q 40.00	HOT DRINKS	
9. Served with steamed vegetables and guacamole		18. American coffee	Q 6.00
10. Deep fried breaded chicken tenderloin	Q 45.00	19. Light coffee	Q 6.00
11. Served with mashed potatoes and steamed vegetables		20. Tea (various flavors)	Q 8.00
12. Quesadillas (Chicken or cheese)	Q 35.00	21. Milk	Q 8.00
13. Served with cream and ranchero sauce		COLD DRINKS	
* tip not included		22. Orange juice	Q 10.00
		23. Lemonade with zest	Q 10.00
		24. Lemonade	Q 10.00
		25. Beer	Q 15.00
		26. Soda	Q 10.00
		27. Gatorade	Q 10.00
		28. Bottle of purified water	Q 4.00

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Responsibility Sheet Visitor and Nature Park Ixpanpajul menu.

The Green Hotel Restaurant & Squire: Partner approved the final design of the restaurant menu in Spanish and English.





4. Development and marketing of Handicrafts

In this quarter, we completed the negotiation of the first phase of sub grant agreement between the Community Tourism Alliance and the AGEXPORT Craft Commission for the implementation of activities under this component during fiscal year 2010. Within this agreement is included technical assistance in the design of new collections of handicrafts based on market trends with the assistance of an international designer and accompanying local designers. The target groups for this year are:

No.	Producer Group	Location	Company/Organization	Beneficiaries
1	Special Hands*	San Juan La Laguna, Sololá	La Casa Cotzal	15 females
2	ADISA*	Santiago Atitlán, Sololá	La Casa Cotzal	40 Males
3	Mayan Tradition	Panajachel, Sololá	Tradiciones Mayas	100 Females
4	Precious Hands	San Juan Comalapa, Chimaltenango	Grupo de Artesanos de San Juan Comalapa	30 Males and 50 Females

It is noteworthy that within the target groups included two groups that work with people with disabilities:

Special Hands: group of 15 women, mothers of disabled children in San Juan la Laguna, Solola. Through the production of certified loom textiles, seeking to improve the quality of life for special children.

Association of Parents and Friends of People with Disabilities (ADISA): Located in Santiago Atitlán. ADISA is a non-profit association with the aim of improving the quality of life of people with disabilities and their families. Through this project we are expected to generate employment opportunities for these young people to succeed in raising their self-esteem and supporting their families financially through the development of products produced on recycled paper.

Furthermore, in order to increase the competitiveness of the artisanal sector in Guatemala and helping craft enterprises on the topic of better decisions on the development and marketing of its products, the Commission held handicraft market research activities, including analysis benchmarking with Mexico, participation in the program AGEXPORT Market Intelligence, and identifying needs of the members of the committee through a focus group. Finally, we will organize a training course that distributes the tools to provide adequate participation in international fairs. It is estimated that this course will have participants from 20 craft MSMEs. This activity will help these companies and producers for marketing events that will be implemented in the second phase of the sub-grant agreement in 2010.

Following up on the 2nd edition of the New World Crafts Fair held in September 2009, during the quarter were achieved significant results, including: a) U.S. \$40,000 orders



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generated by the company Austin Home (USA), with 6 companies benefiting, b) U.S. \$20,000 orders generated by the company EZA (Austria), benefiting two companies, c) U.S. \$15,000 orders Global Exchange Company (USA) benefiting a company, d) U.S. \$25,000 orders Capinni Company (Switzerland) with 4 companies benefiting, and e) Novica Company (USA) will open offices in Guatemala to market handicrafts of the country in February.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART INTERNATIONAL

FISCAL YEAR: 2010

QUARTER: 1

REVENUE	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
<i>From Tourism</i>	885,698.36	500,000.00	10,000,000.00	9,422,762.90	10,473,563.54	104.74
<i>From Handcraft</i>	165,102.29	500,000.00				
Total	1,050,800.64	1,000,000.00				

EMPLOYMENT	1 qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
<i>Men</i>	250	4,455	6,200	1,745	2,151	34.69
<i>Women</i>	156					
<i>Indigenous</i>	229					
<i>Non Indigenous</i>	176					
Total	406					

NATIONAL TOURISTS	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
<i>National Tourists</i>	34,938	5,000	287,502	334,237	385,738	134.17
<i>International Tourists</i>	16,563					
TOTAL VISITORS	51,501					

MSME's CREATED	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
<i>MSME's Created</i>	0	100	220	116	116	52.73

CREDITS GRANTED FOR TOURISM AND CRAFTS	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
	-	156,418.80	1,000,000.00	843,581.20	843,581.20	84.36
Total	-					

ORGANIZATIONS STRENGTHENED	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Let's Make Partners (Petén)	31	350	971	866	880	90.63
Let's Make Partners (Sololá)	20					
Let's Make Partners (Quetzaltenango - Retalhuleu)	17					
Let's Make Partners (Verapaces)	15					
Community Organizations of the Mayan Biosphere Reserve	4					
Technical Assistance Program in Administrative Tools	10					
Certification Program	17					
Career Community Tour Guide	17					
Access to credit and Financial Services	40					
Total	171					

APALANCAMIENTO DE FONDOS

PARTNER	In-kind	Cash	Total 1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
WTO-STEP	0	97,017.00	97,017.00	-	6,572,000.00	6,787,863.58	6,894,458.89	104.91
Nuestro Diario	9,578.31	-	9,578.31					
	-	97,017.00	106,595.31					

COST SHARE	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
	85,701.17	335,510.20	1,600,000.00	1,264,489.80	1,350,190.97	84.39

ETEO - SO2 / ECON GROWTH INDICATORS

OP Indicators						
Program Element 6.2 Private Sector Productivity	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Number of firms receiving USG assistance to improve their management practices	171	350	971	866	880	90.63
Number of SMEs receiving USG assistance to access bank loans or private equity	40	50	146	134	136	93.15
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4	4	4	1.00

Program Element 8.1 Natural Resources and Biodiversity	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	420	250	6,913	6,866	7,286	105.40
number of women	161	100	2,949	3,231	3,392	115.02
number of men	259	150	3,964	3,635	3,894	98.23
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	151	200	4,882	4,833	4,984	102.09

Current PMP Indicators	1st qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Sales of goods and services as a result of USAID programs. In thousand \$	1,050.80	1,000.00	10,000.00	9,422.76	10,473.56	104.74
Number of jobs created as a result of USAID programs	406	4,455	6,200	1,745	2,151	34.69

	1st qtr	FY 2010 Target	FY09-10 Target	FY 09	Accumulated FY09-10	% Achieved
Number of Rural Households benefiting directly from USG interventions	585	2,000	6,078	4,078	4,663	76.72

ANNEX 2

#	Number	Project	Place	STATUS
1	Gabriella Moretti	Improvement and optimization of existing infrastructure, Camp Green Hat, Yaxhá	Petén	Preparing Profile
2	Estuardo Rosales	Building Jars in hotel Villa Agro ecological tourism	Petén	Preparing Profile
3	Julio López	Equipment, Infrastructure and Transport of Ecological Hotel Casa Amelia	Petén	Preparing Profile
4	Carlos Jiménez	Construction of 8 rooms and equipment in a hotel on the beach in San José	Petén	Preparing Profile
5	Erick Rizzo	Ecological Construction of Hotel al Finca Bios-Gen 44 km route to Tikal	Petén	Preparing Profile
6	Ricardo Góngora	Set up and get equipment for the Hotel and Restaurant Crocodiles	Petén	Preparing Profile
7	Alberto Giron	Building an eco resort	Petén	Preparing Profile
8	Paulo Pineda	Construction of a hotel and restaurante on the side of the gated entrance to Tikal National Park	Petén	Preparing Profile
9	Paulo Pineda	Construction of hotel and restaurant in the Tayazal Peninsula	Petén	Preparing Profile
10	Gustavo Morales	Infrastructure construction in agritourism farm in the village of El Naranjo	Petén	Preparing Profile
11	Hazzei Reyes	Building a green hotel in the area in the municipality of Shooting Flowers	Petén	Preparing Profile
12	Billy Cruz	Large tour operator fleet vehicles	Petén	Preparing Profile
13	Eric García	Maya Interpretive Trail Building and Community Tourism	Petén	Presented to the Bank
14	Norberto Nuñez	Purchase of Vehicles for Tour Operator	Petén	Presented to the Bank
15	Wilson Palomo	Construction of Hotel at the Peninsula Turicentro Tayasal, Flores, Petén	Petén	Preparing Profile
16	Romeo Chanchavac	Implement a Spanish-style restaurant for local and foreign tourism	Quetzaltenango	Preparing Profile
17	Abel Barrientos	Implement a Spanish-style restaurant for local and foreign tourism	Quetzaltenango	Preparing Profile
18	Mirna Rojas	Improving and streamlining the production system of artisan chocolate	Quetzaltenango	Preparing Profile
19	Delfina Castillo	Construction of cottages in Hotel and Las Cumbres Ecosauria	Quetzaltenango	Preparing Profile
20	Adrenalina Tours	Purchase Microbus tourist-increasing fleet of vehicles-	Quetzaltenango	Comparing benefits between banks
21	Mercedes Say	Interpretive Trail, ASANAJU Association, Momostenango	Totonicapán	Preparing Profile
22	Isabel Juárez Herman	Interpretive trail at Villa Farm Tourism	Retalhuleu	Preparing Profile
23	Regina Aurora Aquino	Construction apartments for travelers	Retalhuleu	On stand-by
24	Tzanya de Alvarado	Staging of the National Dance show of Conquest	Retalhuleu	Presented to the Bank
25	Osbaldo de la Cruz	Construction of 15 Hotel rooms for national tourism	Retalhuleu	Preparing Profile
26	Jorge Reyes	Construction Village Ecotodge in El Tambor, Villa Canales	Guatemala	Preparing Profile
27	Salvador Granados	Construction Ecotodge in San Miguel Milpas Altas, Sacatepéquez	Sacatepéquez	Preparing Profile
28	Juan Carlos Silva	Renewal of fleet vehicles in Antigua Tour Operator	Sacatepéquez	Presented to the Bank
29	Juan Carlos Silva	Branch office opening tour operator headquartered in Antigua	Sacatepéquez	Preparing Profile
30	Juan Carlos Silva	Spanish School Construction in Sacatepéquez	Sacatepéquez	Preparing Profile
31	Thomas Stutzer	Expansion and remodeling Café del Sol Hotel in Monterrico	Santa Rosa	To be submitted to the bank
32	Salvador Granados	Ecotodge Building in Livingston, Solola	Izabal	Preparing Profile
33	Gustavo Turcios	Purchase boat to transport tourists in Livingston, Izabal	Izabal	Presented to the Bank
34	Eliseo Guitz	Construction of Butterfly in Panajachel, Solola	Solola	To be submitted to the bank
35	Miguel López	Buy equipment for water activities on Lake Atitlán, Santa Catarina Palopo Community Group	Solola	Working in finance
36	Miguel Cumes Perez	Purchase of Vehicles for Tour Operator Community, Santa Catarina Palopo	Solola	Working in finance
37	Juan Chox	Interpretive trail at Vivero, Nahualá Solola	Solola	Working in finance
38	Juan Chox	Purchase equipment for wood crafts, Faith and Love Association, Nahualá Solola	Solola	Working in finance
39	Juan Chox	Purchase equipment for demonstration loom and textile exports	Solola	Working in finance
40	Mauricio Estrada Nicol	Construction and equipping extension Rancho Hotel New Moon	Izabal	Presented to the Bank